FILE

NOVEMBER 17

1969 fashion calendar

29th year • issued weekly

JANUARY

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ruth finley, publisher tr 9-2343 8 east 77th street new york, n.y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK ENDING FRIDAY, NOVEMBER 14, 1969

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 13 12:00 Noon Luncheon	FASHION SHOW AT BENEFIT LUNCHEON	GIRLS TOWN OF ITALY	HOTEL PLAZA BALLROOM
	Eleventh annual luncheon and fashion show featuring "Furs in Orbit" by Mr. Fred of Fur and Sport; Resort collection by Pertegaz. Contribution: $20.00. Contact: Helen Berlin, 581-7381.		
Thursday Nov. 13 4:00 P.M. Cocktails	PRESS PREVIEW: RAINWEAR FASHIONS	GALEY & LORD (1345 SIXTH AVENUE)	BURLINGTON HOUSE THEATRE 22
	"Wet Weather Fashions"--designer collection in Galey & Lord fabrics. Show at 4:30. By invitation. Publicity: Rosemary Sheehan, 333-6420.		
Thursday Nov. 13 5:00 P.M.- 6:30 P.M.	DRAPERY FABRIC DESIGNS BY OSCAR DE LA RENTA	OWENS-CORNING FIBERGLAS	717 FIFTH AVENUE FIFTH AVENUE CLUB
	Preview of fabric designs for a collection of Fiberglas draperies. By invitation. Contact: Dorothy Collins, 974-7727.		
Beginning Thursday Nov. 13	SPRING COLLECTION	SAMUEL ROBERT	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
	Designed by Bill Smith. Continuous showings. Contact: LA. 4-4562.		
Friday Nov. 14 9:00 A.M. and 12:00 Noon	TWO SHOWS: AMERICAN READY-TO-WEAR	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
	"American Life Styles" from New York fashion creators. Commentators: Robert Sakowitz, Executive Vice President, Sakowitz; Eugenia Sheppard, Publishers-Hall Syndicate. Prices: (breakfast) $10.00, members; $20.00, guests; (luncheon) $15.00, members; $25.00, guests. Contact: CI. 7-3940.		
Friday Nov. 14 7:45 P.M. Reception Dinner	TWENTIETH ANNUAL FAN BALL BENEFIT	CHILDREN'S CANCER FUND OF AMERICA	HOTEL PLAZA TERRACE & BALLROOM
	Hon. Chmn: Mrs. Richard M. Nixon. Hon. Vice-Chmn: Mrs. Dwight D. Eisenhower. President: Mrs. Herbert T. Mundin. Chmn. of Men's Committee: Col. Serge Obolensky. Reservations: $75.00 each. (Black Tie) Contact: 15 East 67th Street, LE. 5-4340.		

WEEK BEGINNING MONDAY, NOVEMBER 17, 1969

Monday Nov. 17 5:00 P.M.- 8:00 P.M.	PREVIEW: "FIESTA"	I. MILLER	GALLERIA 5TH AVE. & 57TH ST.
	Opening of "mini-bazaar" by Xavier de la Torre y Harro of Puerto Vallarta. Also showing of art by Susan Tyrell. By invitation. Contact: Rose Bruner, BR. 9-2000. Publicity: Ruth Hammer Associates, 246-4818.		
Beginning Monday Nov. 17	OPENING OF SPRING COLLECTION	ECHO SCARFS	485 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	Continuous by appointment. Contact: 682-5430.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 18 8:00 A.M. Breakfast	HANDBAG SEMINAR ON MERCHANDISING	NATIONAL HANDBAG ASSOCIATION	STATLER-HILTON HOTEL 7TH AVE. & 33RD ST.
	"Merchandising to the Now Market"--spotlighting new trends in handbag retailing. Speakers: Carol Cooper Garey, display editor, Women's Wear Daily; Wilmer Weiss, vice president, Franklin Simon; Ron Chereskin, artist. Admission by ticket only. (Opening of market week: Mon., Nov. 17.) Publicity: Mary Woolley, Firestone Associates, 43 Fifth Avenue, 924-4728.		
Tuesday Nov. 18 9:00 A.M. Petit Dejeuner	DOUBLE-KNIT FASHIONS FOR MEN AND WOMEN	WAUMBEC MILLS (469 SEVENTH AVENUE)	REGENCY HOTEL GRAND BALLROOM
	Theme: "The Waumbec Time Machine"--the 20s, 30s and 40s, reinterpreted for the 70s. Designers include: Adri, Patti Cappalli, Dutchess Lingerie, Edie Gladstone, Gunter, Halston, Chuck Howard, Marshall Klugman, Ralph Lauren for Polo, Leo Narducci, Larry Kane for Raffles Wear, Mary Ann Restivo, Rikki, Ann Webster; and from Paris: Cerruti, Guy Laroche, Philippe Venet. Show at 9:30. By invitation. Contact: Phyllis Kay, LW. 4-1620.		
Tuesday Nov. 18 12:30 P.M. Luncheon	MENSWEAR SHOWING	COLGATE-PALMOLIVE	TAVERN-ON-THE-GREEN CENTRAL PARK (64TH ST.)
	Showing of men's and boys' fashions in Trevira by McGregor. By invitation. Contact: Peggy Matthews, TE. 8-7262.		
Nov. 18	2:00 P.M., ORIGINALA, 512 Seventh Avenue, 43rd floor, 695-5100		
Tuesday Nov. 18 5:30 P.M.- 7:30 P.M.	COCKTAIL PARTY FOR JON TREMAINE	MICKEY HARMAN ENTERPRISES	AUX PUCES 70 EAST 55TH STREET
	American debut of British mentalist, Jon Tremaine. Cocktails from $1.50. By reservation. Contact: 688-2920.		
Tuesday Nov. 18 6:30 P.M.	FINAL SESSION: CAREER COURSE	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	UNITED ENG. CENTER 345 EAST 47TH STREET
	"Fashion Soul". Price: $2.75. Contact: CI. 7-3940.		
Tuesday Nov. 18 9:00 P.M. Dinner-Dance	ANNUAL BENEFIT DINNER DANCE	N.Y. ASSN FOR THE BLIND	HOTEL PLAZA TERRACE & BALLROOM
	Hon. Chmn: Mayor & Mrs. Lindsay, Mrs. George F. Baker, Mrs. Edgar W. Leonard. Chmn: Mrs. George F. Baker, Jr. Price: $50.00, The Lighthouse, 111 East 59th Street, EL. 5-2200.		
Tuesday Nov. 18- Nov. 21	SHOWING OF SPRING CANADIAN FASHIONS	CANADIAN DEPT. INDUSTRY TRADE AND COMMERCE	HOTEL McALPIN 7TH FLOOR
	Showing of coats, suits, dresses, rainwear, car coats from Canada. Contact: Don Russell, Canadian Consulate General, 586-2400.		
Wednesday Nov. 19 9:30 A.M. Coffee	PREVIEW: "HOUSE OF YEARS"	W. & J. SLOANE	5TH FLOOR
	Preview of Sloane's "House of Years" for Winter. (For Release, Fri.,Nov. 21 By invitation. Publicity: Marie Hinrichs, OX. 5-3800 Ext. 448.		
Wednesday Nov. 19 11:30 A.M.	CUSTOMER SHOWING: GINO CHARLES COLLECTION	BERGDORF GOODMAN	5TH FLOOR
	Holiday and Resort fashions. Publicity: Madeline de Vries, PL. 3-7300.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Nov. 19 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON	KASPER FOR JOAN LESLIE	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Showing of Holiday collection. Reservations ($5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.		
Wednesday Nov. 19 4:00 P.M.	SHOWING OF SPRING COLLECTION	STAVROPOULOS	16 WEST 57TH STREET SHOWROOM - 4TH FLOOR
	By invitation. Contact: 582-0924.		
Wednesday Nov. 19 6:30 P.M. Reception Dinner	ANNUAL "TORCH OF HOPE"DINNER	CITY OF HOPE (250 WEST 57TH STREET)	HOTEL AMERICANA BALLROOM
	The fashion industry, on behalf of the City of Hope/Pilot Medical Center, will honor Harold Krensky, Chairman of the Board, Bloomingdale's. Tickets: $200 per couple. Chmn: Herman Seigenfeld. Campaign Director: Lee Grossman, JU. 2-1513.		
Thursday Nov. 20 5:30 P.M.	FASHION SHOW FOR THE U.N.	COUNCIL OF FASHION DESIGNERS OF AMERICA	TIME-LIFE BLDG. 8TH FLOOR AUDITORIUM
	Co-chmn: Mrs. John V. Lindsay, Mrs. John L. Loeb. By invitation only. Contact: YU. 6-4321.		
Friday Nov. 21 12:00 Noon Luncheon	"GIVE THANKS FOR WOMEN"	THE FRAGRANCE FOUNDATION	HOTEL PLAZA TERRACE ROOM
	Honored guests: Joan Bennett and daughter, Stephanie Guest; Jo Copeland and daughter, Lois Gould; Ellen Lehman McCluskey and daughter, Sharon McCluskey. Members, $15.00; non-members, $18.00. By reservation only. Contact: 101 Park Avenue, MU. 4-4911.		
Friday Nov. 21 5:30 P.M.- 7:00 P.M.	PRESS PREVIEW: ART GALLERY	MACYS NEW YORK	9TH FLOOR
	Art exhibition and sale of etchings, serigraphs, multiples by Arp, Magritte, Matta, Lichtenstein, Rosenquist, Tinguely, Warhol, Adami, Bill, Cavaliere, Colombo, Duchamp, Vasarely, in new Schwarz Galleria. Mr. Arturo Schwarz will be present through Dec. 7. Preview by invitation only. (Open to public: Mon., Nov. 24 - Dec. 13.) Publicity: Toni Oliver, OX. 5-4400.		
Monday Nov. 24 3:00 P.M.- 5:00 P.M.	KOJAH DESIGN RESEARCH PROJECT	EMBA MINK BREEDERS ASSOCIATION	FASHION INSTITUTE 227 WEST 27TH STREET
	Donald Brooks, Oscar de la Renta, Chester Weinberg will select FIT student designs for Kojah, EMBA natural high-furred mink. Contact: Virginia Casey, 736-9516 or William J. Bell, 695-5279.		
Monday Nov. 24 6:00 P.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS	BERGDORF GOODMAN	6TH FLOOR
	Children's fashions designed by Sybil Connolly. By invitation. Publicity: Madeline de Vries, PL. 3-7300.		
Nov. 27	THANKSGIVING DAY (Thursday)		
Monday Dec. 1- Mar. 22	OPENING: ART EXHIBIT	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET 1ST FLOOR
	"Eugene Atget"--work by the French photographer (1856-1927). Public Relations: Elizabeth Shaw, 956-7501.		

AMERICAN DESIGNER SHOWINGS - SPRING 1970 - NOVEMBER 30 - DECEMBER 5

Unless otherwise noted, all showings will be held in the GRAND BALLROOM, DELMONICO's, 59th St. and Park Avenue. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.

Sun., Nov. 30:	3:00 P.M.	HELEN LEE and ALYSSA
	4:00 P.M.	FASHION FORECAST - Eleanor Lambert
	5:00 P.M.	OLGA UNDERFASHIONS (cocktails)
	6:30 P.M.	MEET-THE-PRESS CONFERENCE (cocktail-buffet) Guests of S. Joseph Tankoos, Jr. of Delmonico's
Mon., Dec. 1:	8:00 A.M.	Breakfast
	8:30 A.M.	ADELE SIMPSON
	9:15 A.M.	DON SIMONELLI for MODELIA
	10:00 A.M.	DONALD BROOKS
	10:45 A.M.	ANNE FOGARTY
	11:30 A.M.	Writing Period
	12:30 P.M.	THE CULTURED PEARL ASSNS OF AMERICA & JAPAN (luncheon)
	2:00 P.M.	CHRISTIAN DIOR-NEW YORK
	2:45 P.M.	VICTOR JORIS for CUDDLECOAT
	3:30 P.M.	GEORGE NARDIELLO for RONA
	4:15 P.M.	STAVROPOULOS
	5:00 P.M.	AMERICAN FOOTWEAR INSTITUTE (cocktails) Crystal Ballroom
	6:00 P.M.	Writing Period
	8:30 P.M.	PREVIEW of "COCO" Mark Hellinger Theatre, 51st & B'way Guests of Bill Blass, Cadoro, Cardinali, Anne Fogarty, Kimberly, Kasper, Anne Klein, Oscar de la Renta, Modelia, George Nardiello, Jerry Silverman, Adele Simpson, Malcolm Starr
Tues., Dec. 2:	8:00 A.M.	MR. PANTS, LYNN STUART, PANTSVILLE, GHIA (breakfast)
	9:00 A.M.	LEO NARDUCCI
	9:45 A.M.	ANNE KLEIN and COMPANY
	10:30 A.M.	CEIL CHAPMAN
	11:15 A.M.	HERBERT and BETH LEVINE SHOES (aperitif) Colonnade Suite
	12:00 Noon	Writing Period
	1:00 P.M.	GALEY & LORD (luncheon)
	2:30 P.M.	ROXANE for SAMUEL WINSTON
	3:15 P.M.	KIMBERLY
	4:00 P.M.	CARDINALI (Marilyn Lewis)
	4:45 P.M.	OSCAR DE LA RENTA
	5:30 P.M.	Writing Period
	6:30 P.M.	COTTON PRODUCERS INSTITUTE (cocktails)
Wed., Dec. 3:	8:00 A.M.	WARNER SLIMWEAR-LINGERIE (breakfast)
	9:00 A.M.	JERRY SILVERMAN by SHANNON RODGERS
	9:45 A.M.	DAVID KIDD for MARQUISE
	10:30 A.M.	GEORGE HALLEY
	11:15 A.M.	JEREMY ORIGINALS (Alan Philips)
	12:15 P.M.	LA BANQUE CONTINENTALE (luncheon) 5th Ave. & 60th St. "Money in the 1970s"
	2:00 P.M.	KASPER FOR JOAN LESLIE
	2:45 P.M.	ELINOR SIMMONS for MALCOLM STARR
	3:30 P.M.	PAT SANDLER
	4:15 P.M.	OLEG CASSINI
	5:00 P.M.	Writing Period
	6:00 P.M.	HELENE CURTIS (cocktails)

(continued on following page)

AMERICAN DESIGNER SHOWINGS - Nov. 30 - Dec. 5 (continued from page 4)

Thurs., Dec. 4:	8:00 A.M.	Breakfast	
	8:30 A.M.	JACQUES TIFFEAU	
	9:15 A.M.	BETTY CAROL for MAM'SELLE	
	10:00 A.M.	BILL BLASS for MAURICE RENTNER	
	10:45 A.M.	SARMI	
	11:30 A.M.	CADORO JEWELRY	
	12:15 P.M.	Writing Period	
	1:00 P.M.	SHEFFIELD WATCHES (luncheon)	Hotel Plaza - Terrace
	2:30 P.M.	STAN HERMAN for MR. MORT	
	3:15 P.M.	TRIGERE	
	4:00 P.M.	Writing Period	
	7:30 P.M.	LENTHERIC (dinner) "Tweed" Designer Awards	Rainbow Room, Rockefeller Center
Fri., Dec. 5:	8:30 A.M.	MENS FASHIONS (breakfast) John Weitz, Oleg Cassini, Bill Blass, Polo by Ralph Lauren	
	9:00 A.M.	LAWRENCE OF LONDON (Norman Lawrence)	
	9:45 A.M.	BRIGANCE WATERCLOTHES	
	10:30 A.M.	MORTON MYLES for MALCOLM CHARLES	
	11:15 A.M.	SUZY PERETTE (Victor Costa)	

Wednesday Dec. 3	"DAY OF BEAUTY" FOR THE PRESS	LEADING BEAUTY COMPANIES	CARLTON HOUSE GOLDEN ROOM
12:00 Noon-6:00 P.M.	Beauty news for Spring-Summer. Open house for local and visiting press. By invitation. Contact: Helen Nash, PL.1-3377; or Joan Parker, 697-9027.		
Thursday Dec. 4	PRESS SHOW: WATCH FASHIONS	SHEFFIELD WATCHES (417 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
12:30 P.M. Luncheon	Cocktails and display by Sheffield (American Designer Series) followed by luncheon. By invitation. Publicity: Wynne McCovern, MU. 6-1300.		
Wednesday Dec. 10	BOYSWEAR SEMINAR	BAMA (10 W. 33RD ST.)	HOTEL McALPIN COLONIAL ROOM
4:00 P.M. Dinner	"Inflation and the Boyswear Manufacturer"--workshop seminar. Speakers: Isadore Barmash, New York Times; Louis Schulman, Dun & Bradstreet; Robert L. Stutz; Edward Johnson, Vanden Broeck Lieber & Co.; Carl Priestland. Price: $15.00 each, including dinner. Contact: Robert Gur-Arie, 594-5130.		
Thursday Dec. 11	ANNUAL MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL AMERICANA BALLROOM
12:00 Noon Luncheon	"How Do You Manage?" Speakers: Samuel Feinberg, Women's Wear Daily; Muriel Siebert. Contact: CI. 7-3940.		
Sunday Dec. 14-Dec. 17	SPRING DISPLAY MARKET WEEK	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES	NEW YORK COLISEUM COLUMBUS CIRCLE
	Awards breakfast, Mon., Dec. 15, 8:00 A.M., Essex House, Colonnades Room, honoring Wilhelm Mauch, sales promotion manager, Globus Dept. Store, Zurich. Contact: G. M. Valenti, 207 E. 37th St., MU. 2-0447.		
Sunday Jan. 4-Jan. 8	FIFTY-FOURTH NATIONAL PRESS WEEK	NEW YORK COUTURE BUSINESS COUNCIL	WALDORF-ASTORIA PARK AVENUE & 50TH ST.
	Spring collections of leading designers (members N.Y. Couture Business Council), auxiliary and group showings for visiting editors. Director: Mildred Sullivan, 141 West 41st Street, LA. 4-0461.		

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